

**IN THE CLAIMS:**

Please cancel Claims 40-75. Upon such cancellation, the status of the claims is as follows:

1 -75. (Canceled)

76. (Previously Added) A method for providing location based services in a wireless network comprising the steps of:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network structure;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said determined location of said mobile unit wherein said first service provider is farther from said mobile unit than said second service provider;

accessing stored subscriber independent prioritization information relating to a prioritization for presenting service provider information to a subscriber, said stored prioritization information establishing a basis independent of proximity for prioritizing said first and second service provider information;

based upon said stored prioritization information, prioritizing said first and second service provider information, wherein said first location information is assigned a higher priority than said second location information; and

outputting both said first and second service information on said mobile unit based upon said step of prioritizing.